



## SYLLABUS

### Academic year 2016-2017

#### 1. Information regarding the programme

1.1. Higher education institution	BABES-BOLYAI UNIVERSITY
1.2. Faculty	BUSINESS
1.3. Department	HOSPITALITY SERVICES
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Study cycle	MASTER
1.6. Study programme / Qualification	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ŞI TURISM INTERNATIONAL (cu predare în limba engleză)

#### 2. Information regarding the course

2.1. Name of the course	Antreprenoriat, inovare și dezvoltare de noi produse turistice/Entrepreneurship, innovation and development of new tourism products						
2.2. Code	IME0040						
2.3. Course coordinator	Conf.dr. Bota Marius						
2.4. Seminar coordinator	Lect.dr. Gică Oana Adriana						
2.5. Year of study	2	2.6. Semester	1	2.7. Type of evaluation	C	2.8. Type of course	compulsory

#### 3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	Of which: 3.5. lecture	28	3.6. seminar/laboratory	28
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					20
Additional documentation (in libraries, on electronic platforms, field documentation)					16
Preparation for seminars/labs, homework, papers, portfolios and essays					28
Tutorship					4
Evaluations					4
Other activities:					12
3.7. Total individual study hours					84
3.8. Total hours per semester					140
3.9. Number of ECTS credits					6



#### 4. Prerequisites (if necessary)

4.1. curriculum	Not the case
4.2. competencies	Not the case

#### 5. Conditions (if necessary)

5.1. for the course	Lecture Hall equipped with video-projector, computer
5.2. for the seminar /lab activities	Room equipped with video-projector, computer

#### 6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> <li>business environment research for taking a business decision;</li> <li>implement strategies for business development in hospitality industry organizations;</li> <li>assistance in human resource management;</li> <li>development of concrete arguments for interpreting real business situations;</li> <li>ability to apply knowledge of research and innovation principles and tools to problem-solving related to tourism experiences</li> <li>ability to analyse and solve problems in innovating new tourism experiences</li> <li>ability to design and implementation of new tourism products in regional, national and international contexts</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>ability to integrate and apply new trends in hospitality and tourism innovation in companies</li> <li>implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work;</li> <li>identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development.</li> </ul>

#### 7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> <li>to familiarize students with the main aspects of identifying a business opportunity and transforming it into a successful business while developing students' entrepreneurial skills</li> <li>to introduce students to innovation and designing tourism experiences and its applications into business science</li> </ul>
7.2. Specific objective of the course	<p>Upon completion of this course subject, students will be able to:</p> <ul style="list-style-type: none"> <li>apply the entrepreneurship knowledge to a new or existing company;</li> <li>use analytical and critical thinking skills to evaluate the feasibility of a business concept;</li> </ul>



	<ul style="list-style-type: none"> <li>• develop the communication and critical thinking skills to present and respond to critical questions related to the business plan.</li> <li>• analysis of mechanism for innovating and designing tourism experiences</li> <li>• study issues related to the innovation in hospitality and tourism</li> <li>• learning management and marketing tactics for the new tourism products</li> </ul>
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## 8. Content

8.1. Course	Teaching method	Remarks
<b>Development of entrepreneurship and intrapreneurship</b>	Interactive lecture	One lecture
<b>Analysis of entrepreneurs and intrapreneurs</b>	Interactive lecture	One lecture
<b>Start-up small business</b> - the entrepreneurial process and the start-up; evaluation of start-up methods – buying an existing business, franchise and starting from scratch; risks of small business ownership	Interactive lecture	Four lectures
<b>Entrepreneurial creativity</b>	Interactive lecture	One lecture
<b>Strategy and the small business</b>	Interactive lecture	Two lectures
<b>Sources of Funding: debt and equity</b>	Interactive lecture	One lecture
<b>Managing corporate entrepreneurship</b>	Interactive lecture	Four lectures
The tourism product - an experience	Interactive lecture	One lecture
Tourism products – from services to experiences	Interactive lecture	One lecture
Innovation in hospitality an tourism Types of innovation	Interactive lecture	One lecture
Innovation in hospitality an tourism Creativity	Interactive lecture	One lecture
Managing the innovation in tourism experiences Tourism product conceptualisation	Interactive lecture	One lecture
Managing the innovation in tourism experiences Developing tourism experiences	Interactive lecture	One lecture
Management and marketing tactics for the new tourism experiences	Interactive lecture	One lecture
<b>Bibliography</b>	<ol style="list-style-type: none"> <li>1. Burger-Helmchen, T.(Ed.) (2012), <i>Entrepreneurship – Creativity and Innovative Business Models</i>, InTech</li> <li>2. Carter, S., Jones-Evans, D. (2006), <i>Enterprise and Small Business - Principles, Practice and Policy</i>, Second Edition, Pearson Education Limited</li> <li>3. Hatten, T. S. (2009), <i>Small Business, Management, Entrepreneurship and Beyond</i>, Fifth Edition, South-Western, Cengage Learning</li> </ol>	



	<ol style="list-style-type: none"> <li>4. Hisrich, Robert D. and Claudine Kearney (2012), <i>Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company</i>, McGraw Hill.</li> <li>5. Kuratko, D.F (2009), <i>Introduction to Entrepreneurship</i>, South-Western Cengage Learning</li> <li>6. Lee-Ross, D., Lashley, C. (2009), <i>Entrepreneurship and Small Business Management in the Hospitality Industry</i>, Butterworth-Heinemann</li> <li>7. Bota, M., Cosma, S. (2014), <i>Cercetarea-dezvoltarea noilor produse</i>, Editura Presa Universitara Clujeana, Cluj-Napoca</li> <li>8. Cooper, R.G. (1998), <i>Product Leadership: Creating and Launching Superior New Products</i>, Perseus Books, New York</li> <li>9. Crawford, C.M., Di Benedetto, C.A. (2005), <i>New Products Management</i>, McGraw Hill, USA</li> <li>10. Drucker, P.F. (2006), <i>Innovation and Entrepreneurship</i>, Harper Paperbacks, New York</li> <li>11. Kotler, P., Bowen, T.B., Makens J.C., <i>Marketing for Hospitality and Tourism</i>, 5th ed., Pearson Prentice Hall, New Jersey, 2010.</li> <li>12. Moore, W.L., Pessemier, E.A. (1993), <i>Product planning and management: designing and deliveries value</i>, McGraw-Hill International Editions, Singapore</li> <li>13. Peters, M., Pikkemaat, B. (2005), <i>Innovation in Hospitality and Tourism</i>, The Haworth Hospitality Press, New York, books.google</li> <li>14. Reid, R.D., Bojanic, D.C., <i>Hospitality Marketing Management</i>, 5th ed., John Wiley&amp;Sons, New Jersey, 2010.</li> </ol>
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8.2. Seminar / laboratory	Teaching method	Remarks
Presentation of seminar structure and requirements. Organization of work groups	Interactive lecture, processing documents	One seminar
Entrepreneurship in hospitality industry	Case study	One seminar
The tourism product - an experience	Case study	One seminar
Innovation and creativity	Case study	One seminar
Tourism product conceptualisation	Case study	One seminar
Developing tourism experiences	Case study	One seminar
Understanding the Risks of Small Business Ownership	Case study	One seminar
Identifying opportunities in hospitality industry	Case study	Two seminars
Preparing a business plan	Interactive lecture	One seminar
Franchising and the small business	Case study	One seminar
Taking Over an Existing Business	Case study	One seminar
Starting a New Business	Case study	Two seminars
Entrepreneurial creativity	Case study	One seminar
Developing intrapreneurship	Case study	One seminars
Project presentation	In class presentation and discussion	Two seminars



Bibliography	<ol style="list-style-type: none"> <li>1. Burger-Helmchen, T.(Ed.) (2012), <i>Entrepreneurship – Creativity and Innovative Business Models</i>, InTech</li> <li>2. Carter, S., Jones-Evans, D. (2006), <i>Enterprise and Small Business - Principles, Practice and Policy</i>, Second Edition, Pearson Education Limited</li> <li>3. Hatten, T. S. (2009), <i>Small Business, Management, Entrepreneurship and Beyond</i>, Fifth Edition, South-Western, Cengage Learning</li> <li>4. Hisrich, Robert D. and Claudine Kearney (2012), <i>Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company</i>, McGraw Hill.</li> <li>5. Kuratko, D.F (2009), <i>Introduction to Entrepreneurship</i>, South-Western Cengage Learning</li> <li>6. Lee-Ross, D., Lashley, C. (2009), <i>Entrepreneurship and Small Business Management in the Hospitality Industry</i>, Butterworth-Heinemann</li> <li>7. Bota, M., Cosma, S. (2014), <i>Cercetarea-dezvoltarea noilor produse</i>, Editura Presa Universitara Clujeana, Cluj-Napoca</li> <li>8. Cooper, R.G. (1998), <i>Product Leadership: Creating and Launching Superior New Products</i>, Perseus Books, New York</li> <li>9. Crawford, C.M., Di Benedetto, C.A. (2005), <i>New Products Management</i>, McGraw Hill, USA</li> <li>10. Drucker, P.F. (2006), <i>Innovation and Entrepreneurship</i>, Harper Paperbacks, New York</li> <li>11. Kotler, P., Bowen, T.B., Makens J.C., <i>Marketing for Hospitality and Tourism</i>, 5th ed., Pearson Prentice Hall, New Jersey, 2010.</li> <li>12. Moore, W.L., Pessemier, E.A. (1993), <i>Product planning and management: designing and deliveries value</i>, McGraw-Hill International Editions, Singapore</li> <li>13. Peters, M., Pikkemaat, B. (2005), <i>Innovation in Hospitality and Tourism</i>, The Haworth Hospitality Press, New York, books.google</li> <li>14. Reid, R.D., Bojanic, D.C., <i>Hospitality Marketing Management</i>, 5th ed., John Wiley&amp;Sons, New Jersey, 2010.</li> </ol>
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**9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program**

The discipline is always renewed considering the novelties in the field. The course content is similar to courses from universities abroad.

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	<ul style="list-style-type: none"> <li>• correct logical and coherent application of the concepts learned</li> <li>• active participation to group discussions by formulating personal opinions.</li> </ul>	<b>Final exam</b> will consist of both multiple-choice questions and opened questions	50 %



10.5. Seminar/lab activities	<ul style="list-style-type: none"> <li>learning and understanding of issues dealt with at course and seminar;</li> <li>correct logical and coherent application of the concepts learned</li> </ul>	<b>Group Project</b> – <i><b>development of a business concept in hospitality industry</b></i>	40 % (20% written report; 20% presentation)
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10.6. Minimum performance standards
➤ Understanding key issues related to entrepreneurship and intrapreneurship

Date

Signature of course coordinator

Signature of seminar coordinator

Conf.dr. Marius Bota, PhD

Lect.dr. Gică Oana Adriana

Date of approval

Signature of the Head of department

Conf.dr. Adina Letiția Negrușă